

# ORDER



**Orders**

**Order / Rev:** 714133

Alt Order #: 06318057

Product Desc: SHERROD BROWN SKED B

Estimate:

Flight Dates: 09/18/12 - 09/24/12

Original Date / Rev: 09/17/12 / 09/17/12

Order Type: Core

**WKYC**

Primary AE: Joe Knauer

Sales Office: T-WAS

Sales Region: NAT

**Agency**

**Name:** Shorr, Johnson, Magnus/POL

Buying Contact:

Billing Contact:

1831 Chestnut St. #602

Philadelphia, PA 19103

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

**Advertiser**

**Name:** Brown,S/ Democractic Senate Campai

Demographic: A35+

Product Codes: PL-US Senate

Priority: P-3

Revenue Codes: AGY, GEN, GEN

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	61	\$56,050.00	\$47,642.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	61	\$56,050.00	\$47,642.50	0.00
<b>Totals</b>	<b>61</b>	<b>\$56,050.00</b>	<b>\$47,642.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WKYC	32%	\$56,050.00
Market	100%	\$175,156.25

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	23%	\$40,285.94
WJW	33%	\$57,801.56
WOIO	9%	\$15,764.06
WUAB	3%	\$5,254.69

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/18/12	09/21/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	4		\$350.00		0.00						
E 2	WKYC	09/24/12	09/24/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M- - - - -	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M- - - - -	1		\$350.00		0.00						
E 3	WKYC	09/18/12	09/21/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

Order / Rev: 714133  
 Alt Order #: 06318057  
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Brown,S/ Democratic Senate Campaign  
 Product Desc: SHERROD BROWN SKED B  
 Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	09/18/12	09/21/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF--	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF--	4		\$800.00		0.00						
E 4	WKYC	09/24/12	09/24/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$800.00		0.00						
E 5	WKYC	09/18/12	09/21/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF--	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF--	4		\$800.00		0.00						
E 6	WKYC	09/24/12	09/24/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$800.00		0.00						
E 7	WKYC	09/18/12	09/21/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF--	:30	8	\$700.00	P-3	0.00	NM	8	\$5,600.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF--	8		\$700.00		0.00						
E 8	WKYC	09/24/12	09/24/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	2		\$700.00		0.00						
E 9	WKYC	09/18/12	09/21/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF--	:30	8	\$450.00	P-3	0.00	NM	8	\$3,600.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF--	8		\$450.00		0.00						
E 10	WKYC	09/24/12	09/24/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	2		\$450.00		0.00						
E 11	WKYC	09/18/12	09/21/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF--	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF--	4		\$1,800.00		0.00						
E 12	WKYC	09/24/12	09/24/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$1,800.00		0.00						
E 13	WKYC	09/18/12	09/21/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF--	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF--	4		\$1,800.00		0.00						
E 14	WKYC	09/24/12	09/24/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$1,800.00		0.00						
E 15	WKYC	09/22/12	09/22/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$500.00		0.00						
E 16	WKYC	09/18/12	09/18/12	Tue Prime C Tue Prime C	CM	10-11p	-T-----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00

Order / Rev: 714133  
 Alt Order #: 06318057  
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Brown,S/ Democratic Senate Campaign  
 Product Desc: SHERROD BROWN SKED B  
 Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WKYC	09/18/12	09/18/12	Tue Prime C Tue Prime C	CM	10-11p	- T- - - - -	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- T- - - - -		1				\$3,500.00		0.00			
E 17	WKYC	09/18/12	09/21/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF- -	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF- -		4				\$800.00		0.00			
E 18	WKYC	09/24/12	09/24/12	Tonight Show Tonight Show	CM	1135p-1237a	M- - - - -	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	M- - - - -		1				\$800.00		0.00			
E 19	WKYC	09/20/12	09/22/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- - - T- S-	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- - - T- S-		2				\$1,800.00		0.00			
E 20	WKYC	09/23/12	09/23/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	- - - - - S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- - - - - S		1				\$400.00		0.00			
E 21	WKYC	09/23/12	09/23/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	- - - - - S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- - - - - S		1				\$400.00		0.00			
E 22	WKYC	09/23/12	09/23/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	- - - - - S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- - - - - S		1				\$800.00		0.00			
E 23	WKYC	09/22/12	09/22/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	- - - - - S-	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- - - - - S-		2				\$800.00		0.00			
E 24	WKYC	09/22/12	09/22/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	- - - - - S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- - - - - S-		1				\$1,200.00		0.00			
E 25	WKYC	09/22/12	09/22/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	- - - - - S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- - - - - S-		1				\$800.00		0.00			
													Totals	61	\$56,050.00